WELCOME PACKET AND GUIDE

New Client Implementation

Please print the applicable pages and use them to track your implementation progress. Consider noting in the top right corner of each section the date and time of contact for each aspect of your implementation.

NOTE: Not everything in this document may apply to you. Please refer to Exhibit A of your executed contract for the services and products that your organization purchased. Additional services may be added at any time; please contact your Agile Sales Representative for quotes.

OCTOBER 20, 2015

AGIEL TICKETING SOLUTIONS
4124 Central Pike | Hermitage, TN 37076

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1. WELCOME

We are so happy that you have chosen Agile Ticketing Solutions as your ticketing provider for your organization and know that you are ready to get started using our software. Over the upcoming weeks ahead, you will be working with our team of ticketing professionals that will help guide you through your set up. Our implementation welcome packet explains the different aspects of our software and will give you descriptions on what is needed to insure that we are successfully meeting your deadlines. The Implementation Checklist gives you a detailed list of items that are needed in the set up process and allows you, your Product Expert (PE) and your Client Support Representative (CSR) to track all work as it is being completed.

Your main point of contacts during the Implementation phase will be your Product Expert (PE) and your Client Support Representative (CSR). Your PE and CSR will make sure that every aspect of your implementation will be a success. The PE and CSR:

- Serves as your contacts to address any questions you have during the process.
- Works with you to make sure that your administrative staff has all the information they need to create and build your events or shows.
- Will communicate with the appropriate members on the Agile Staff when specific expertise is needed in completion of a task.
- Verifies that all items are built to your organization's specifications within the parameters of the software.
- Is available throughout the entire Implementation process to insure that all aspects of the set up are completed on time and to answer any questions that might arise during the process.

2. Initial Contact

Once we have received your initial payment and signed contract, a Product Expert (PE), a Hardware Specialist and a Client Support Representative (CSR) will be assigned to your organization.

Step 1: Assessment Meeting – 1 hour

This meeting with your PE will give you a chance to go over the Implementation Checklist, answer any questions you might have about the Implementation process, and allows Agile to create a roadmap of key items and tasks that need to be completed to insure that all deadlines are met.

Items to be discussed during this meeting:

- Merchant Services
- Programming for Year Round Events.
- Website Design
- Hardware Needs
- Membership Program
- Catalog Program (Concessions, Merchandise, etc.)
- Packages/Vouchers
- Gift Cards
- Donor Management
- Box Office Location(s)
- Training Schedule and Materials (both online and on site)
- Go Live Dates

3. Payment Processing

Merchant Services, or better known as Credit Card processing is the handling of electronic payment transactions for our client's organizations. Your CSR will work with you on getting the following information together. Setting your merchant services account is a top priority that needs to be completed before your tickets can go on sale.

Step 1: <u>Identify Provider</u>

At the end of our welcome packet, we have included a directory of our endorsed merchant services providers. This directory includes contact information and application forms for Merchant Services Providers that are compatible platforms.

Step 2: <u>Receive New TID/VAR Information</u>

Once you have selected your merchant services provider, there will be a grace period where the provider will be process your application and setting up your merchant account. They will need to provide you with a Value Added Reseller (VAR) sheet. Your Agile Client Support Representative will need this sheet to make sure that they are setting up your Terminal ID (TID).

Step 3: <u>Install and Test Merchant</u>

Upon receiving your VAR sheet, Agile will add the account information in Agile. We will run test transactions to insure that the merchant account is active, receives the Request data and send the corresponding Response data to the processing company.

4. Website Integration

Web integration is an integral part of selling tickets. The Agile Traditional Skin is included when you contract with Agile.

Step 1: Basic Skin Set Up

The basic skin allows you to place a header image branded to your organization and to choose two colors that will be a part of your scheme.

Header Image should be 1000 pixels Wide by 150 to 300 pixels high jpeg at 72 DPI.

Step 2: Web Structure and URL's from Agile

Your CSR will walk you through the process of creating the different types of URL's along with the different views that can be used to populate your information online.

Step 3: Proof Web Styling

Once the initial skin has been set up in Agile, your CSR will schedule a time to walk through the pages to identify any edits that need to be made to the skin.

Step 4: Finalizing and Adding the URLs to your Website

After finalizing and approving your Skin, the CSR will help you create the URL's that are needed to add to your website for online sales.

5. Venue & General Admission Pricing Templates

Step 1: Identify and add Venues to Agile

Your CSR will work with you on adding the list of venues where your organizations events will be held. Please include specific Auditorium or Room titles, as well as total capacity for each venue, if applicable.

Step 2: Collect Revenue Accounts, Price Matrix, and Benefit Matrix

Your CSR will ask you for the revenue accounting codes (GL Accounting Codes) that the prices will be associated with. These accounting codes will help generate revenue reports.

Step 3: Template Development

Prior to adding your show information, building Venue templates will allow the user to create specific inventory and pricing structures for the various venues. These will be applied to the different showing dates and times for your events and shows.

6. Membership Program

Step 1: Collect Revenue Accounts, Price Matrix, and Benefit Matrix

Your CSR will ask you for the revenue accounting codes (GL Accounting Codes) that the membership program will be associated with, the levels, prices and benefits for each membership type.

Step 2: Build Base Membership Program

The CSR has your Membership Pricing Matrix, they will begin working with your staff on building and creating the Membership program.

Step 3: Import Current Member Information

Your CSR will work with you extracting information from your current membership database. They will guide you through the process of updating the data and how to import the information into Agile.

Step 4: Card Art Definition and Stock Order

The PE or CSR will send your Graphic Designer the specifications for creating the art work for your membership cards. The PE will then send you a quote for printing the cards. Finalizing the art work for the membership cards.

Step 5: Welcome Letter Definition

Draft, format and finalize letter that will be sent with the membership cards. Your PE or CSR can send you samples of these letters and explain how to generate these through Agile when fulfilling your membership cards.

Step 6: Renewal Reminders

Draft, format and finalize automated email renewal reminders when a member is about to expire or after they have expired through our CRM program.

Step 7: Current Membership Transition

Schedule official day to roll over to Agile and create communication piece to announce the new system.

7. Hardware

Step 1: Assessment of Hardware Needs

The Hardware Specialist (HS) will go over the System Requirements, make recommendations based on your needs at your venue(s).

Step 2: Hardware Order

After you have selected your hardware, the HS will send you a sales order along with the estimated time for delivery to our offices for configuration.

Step 3: New Hardware Configured

New equipment will be imaged and configured with the Agile Software, print drivers for our ticket printers, credit card configuration, etc.

Step 4: New Hardware Shipped to your Organization

The HS will confirm when your new equipment will be shipped and send you tracking information via email.

Step 5: All Equipment Installed

The PE or CSR will work with your IT department if on site or virtually through conference calls to help get equipment installed.

8. Donor Perfect Integration (if applicable)

Agile Ticketing Solutions has a fully featured product integration with the Donor Perfect Online donor management system. This integration allows information entered into Agile to populate the appropriate fields in Donor Perfect.

Note: Please visit http://www.donorperfect.comto find out more about their fundraising software.

Step 1: Data Conversion Contact

Your CSR will contact you to discuss the steps for setting up the integration between Donor Perfect and Agile Ticketing Solutions.

Step 2: Donor Perfect API Key and Agile User Set Up

An API Key from Donor Perfect is needed to fully integrate with Agile Ticketing Solutions. Please request this API Key by contacting support@donorperfect.com.

Step 3: Data Import

Your CSR will schedule a time to import information from Donor Perfect.

9. Events /Show Implementation

Step 1: Event/Show Building Training

Your PE will contact you with a set of dates to schedule for training.

Step 2: Test and Review Events/ Shows

Process Test Sales, Proof Events Online and in Box Office to confirm that events information and pricing are correct.

10. Catalog of Concessions or Merchandise

Step 1: Collect Revenue Accounts and Price Matrix

Your CSR will ask you for the revenue accounting codes (GL Accounting Codes) to create accounting and pricing reports.

Step 2: Concessions/ Merchandise Items

Create catalog items, tier inventory and pricing in Agile. Your PE will schedule time to build items in Agile, review in AMS and answer any questions you may have.

11. Gift Card Program

Step 1: Collect Revenue Accounts and Price Matrix

Your CSR will ask you for the revenue account (GL Codes) that the gift card program for accounting reports.

Step 2: Build Base Gift Card Program

Confirm price levels (pre-set prices) in your Gift Card Matrix. Begin the Gift Card program build.

Step 3: Card Art Definition

Samples and artwork specification can be found in our Product Directory that can be found at the end of the Welcome Packet.

Step 4: Place Card Order

When your Gift Card artwork has been created, the PE will send a sales quote for the number of cards you wish to order for your approval. Your CSR is available to discuss optional add on services, such as Agile Fulfillment services.

12. Training Sessions

Step 1: Discovery of Training Needs

Your PE will discuss training sessions, both via the web as well as on site (if applicable).

Training Sessions

Below are just a few samples of some of our training sessions. You will work closely with your PE to customize your training schedule for your staff. We also offer scheduled Webinars and Self-learning Instructional Tutorials.

How to Build a Show – *Recommended for System Administrators*

Learn all there is to creating and putting an event on sale. Everything from images and description for the event to inventory and pricing. This is everything you will need to put a show on sale.

General Management of a Show – *Recommended for Box Office Management and System Administrators*

Your event is on sale. What now? Learn how to transfer inventory to a hold status, add inventory, make pricing changes, and create a promotional price using promotion codes and much more.

How to Create Ticket Formats – *Recommended for Box Office Management and System Administrators*

Ticket Formats allow you to have the flexibility to have different information print on your tickets for different type of events. Learn how to create formats for Tickets, Membership Cards, Print At Home Tickets and more.

How to Build Catalog Items – *Recommended for Concessions and Box Office Management*

Learn how to create menu items for your merchandise and concessions items. Create online shopping page for items you want to sell online.

How to Sell In AMS – *Recommended for all Agile Users*

Events are built, concessions items are ready to sell. Learn how to create a customer account, look up existing members to sell or renew, sell concessions items or tickets to a show.

Gate Control – *Recommended for Front of House Management and System Administrators*

During this session, learn the ins and outs of scanning tickets, membership cards for tracking admission. Create Gate Control Batches, and pull admissions reports.

Reporting – *Recommended for System Administrators, Executive Management, Box Office, Concessions and Front of House Management.*

Accessing reporting in Agile is very easy through our reporting portal. In this session we will go over some of the most often used reports for accounting, night of show settlements, membership user reports, etc

How to use CRM’s to stay in touch with your Customers – *Recommended for System Administrator and Marketing Staff*

CRM’s allow you to generate emails directly out of Agile. Learn how to format and send emails using our CRM program.

Merchant Services Providers

TSYS Merchant Solutions

Agile Ticketing Solutions has selected TSYS Merchant Solutions℠ to provide you with a state-of-the-art program that includes:

- **Integrated payments** to eliminate dual entry and minimize human error.
- **An EMV® capable point-of-sale terminal.** In October 2015, fraud liability switches to the merchant if an EMV card is used with a non-EMV-enabled terminal, making it essential that Agile Ticketing Solutions customers utilize EMV-capable hardware.
- **Greatly reduced PCI compliance scope** via point-to-point encrypted hardware. This technology ensures all card data is encrypted at time of entry, and is protected throughout the entire payment process.
- Access to the latest payment innovations including **Apple Pay™, Near-Field Communication (NFC) Solutions** and **debit card acceptance** functionality, ensuring that your customers can pay with their endorsed method of payment.
- A dedicated TSYS Merchant Solutions representative to get you started and aid with your merchant account conversion.

For more information email us at agiletix@tsys.com or visit our website at tsysmerchantsolutions.com/agiletix .

SafeSave Payment Gateway

SafeSave Payment Gateway works with both Agile Ticketing Solutions and Donor Perfect. Below you will find the sales representative and SafeSave support contact information. For your convenience we have included the Account Set-up & Billing Authorization Application.

Shane McMullen
smcmullen@softerware.com
Direct Phone : 267-913-5153
Support Email: support@safesavepayments.com
Support Phone: 800-220-8611
Application Fax: 800-220-3510

SafeSave Payments Gateway Account Set-up & Billing Authorization

In order to activate the Gateway services listed below, you must authorize the automatic withdrawal of the following processing fees from your designated account. **This Gateway Account is necessary for integration with your software system**. Please provide the following Company, Billing and User Information, sign the authorization and send to us:

By Email support@safesavepayments.com or Fax: 800-220-3510

Questions/Assistance: 800-220-8611

Company Information
Company Name:
Address:
Address (cont.):
City:
State / Province:
Zip/ Postal Code:
Phone #:
Time Zone (Eastern, Central, etc.):
Client ID:
Salesperson:

Billing Information
Billing Contact:
Payment Method: ACH Debit
Bank Account Number:
ABA Routing # (9 digits):

User Information
Primary User:
E-Mail Address:
Username: (4 to 32 characters)
Password: (min. of 8 characters including 1 number)

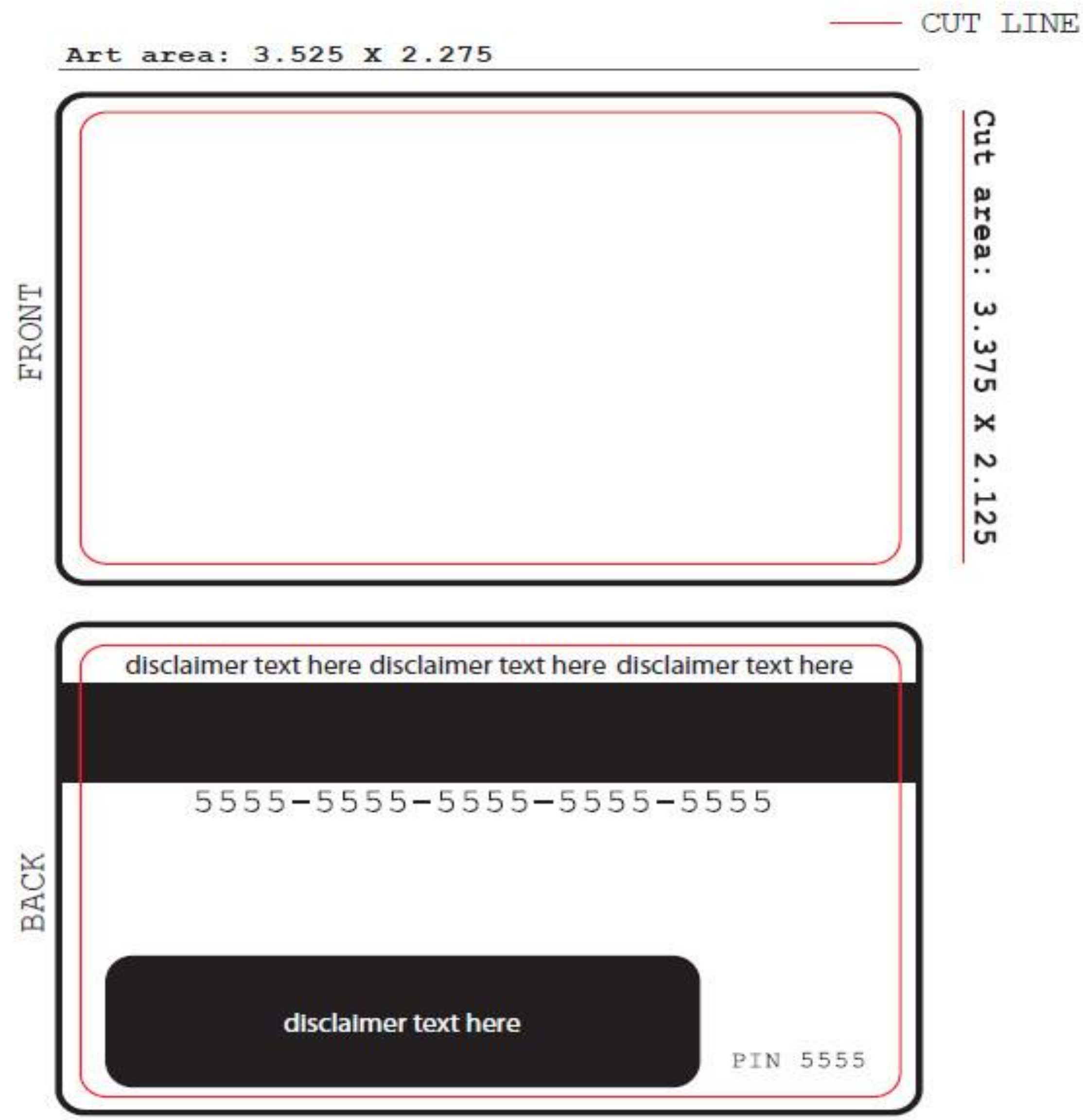
Gateway Services Included	**One-Time Set-Up Fee**	**Monthly Fee**	**Per Transaction/ Batch Closure Fee**	**Other Fees**	
Gateway Account with SafeSave Vault *Linked to Credit Card Merchant Account*	WAIVED	$10	$0.30	$0.20 To store cc data in the SafeSave Vault (PCI-certified) for pre-authorized recurring transactions	
iSpy Fraud *Advanced online fraud prevention tool.*	No Charge	No Charge	$0.01		
Additional / Optional Services					
❑ **E-Check ACH** *Additional Merchant Account for processing automatic debits to checking/savings accts.* ****Separate Merchant Application Required****	$50	$15	$0.35 + 0.75%	Returns/Refunds $3	

Billing Authorization: I/We hereby authorize SafeSave Payments or their gateway processing partners to withdraw incurred monthly fees from the account as specified above. I/We further authorize the debit of said account for such amount allowed by law in the event a debit entry is rejected by the bank. I/We understand that you may terminate any and all products and services upon non-payment of any sum due to under this agreement.

Please Note: All SafeSave Payment Gateway debits will be displayed on your bank statement as **"SAFESA"**

Name (Printed) _________________________________ Signature____________________________________ Date ___________

Gift Card Artwork Specs



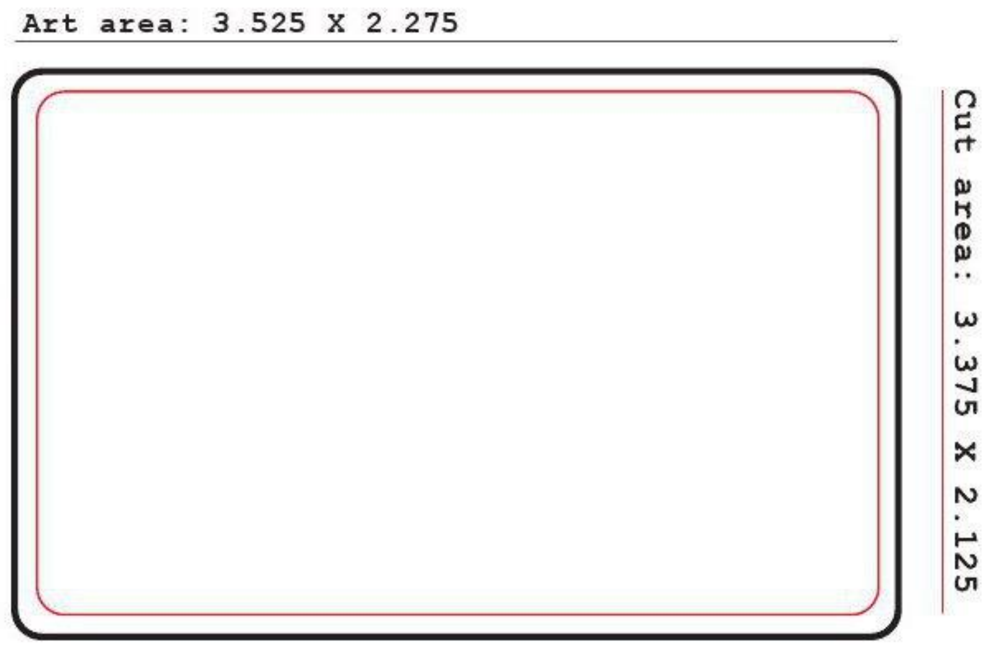
Important !

Bleed (CUT LINE) is the amount of artwork that falls outside of the printing bounding box. Make sure you don't have any important information in this area because 1/4" on all sides will be trimmed off.

Due to variances in die cutting, it is not recommended to submit a card design with a "framed border". A Possible slight shift in die cutting will cause the printed frame border to appear off center. The safety area is the space where your layout, design, and content are safe from being cut. When providing print ready artwork, make sure your card design does NOT have rounded corders.

IF YOU HAVE QUESTIONS REGARDING CARD CUSTOMIZATION
PLEASE CONTACT YOUR AGILE TICKETING SOLUTION ACCOUNT EXECUTIVE
615.360.6700

Membership Card Artwork Specs



Front of Card

Background should fill entire image. Inner Area: information that should not be clipped should be within the red lines of the card

Back of Card

Information on the back of the card should be in Black and White text only and leave room for barcode, membership number and membership type